

**ROCHELLE CITY COUNCIL
REGULAR COUNCIL MEETING MINUTES
July 14, 2014**

The Rochelle City Council met in Regular Session at 7:00 p.m. on Monday, July 14, 2014 in the Council Chambers of City Hall; 420 N. 6th Street; Rochelle, IL 61068.

PLEDGE TO THE FLAG & PRAYER: The Prayer was said by Deputy Clerk Judy Schermerhorn.

ROLL CALL: Present on Roll Call were Councilmembers Eckhart, Hollonbeck, McDermott, Rice, and Mayor Olson. Absent: Councilman Berg. Councilman Hayes entered at 7:45 p.m. Quorum was present. Also present were City Manager Plyman and Deputy Clerk Schermerhorn.

PROCLAMATIONS, COMMENDATIONS, ETC.: None

REPORTS AND COMMUNICATIONS:

- Mayor: None.
- Council Members: None

PUBLIC COMMENTARY:

- Mic Brooks of Rochelle – Re: Branding Action Plan Mr. Brooks strongly supports the Branding Rochelle for Success and as a board member of the Flagg-Rochelle Park District and will be encouraging fellow park board members to participate in the funding of this project. As a senior officer of the First National Bank for over the last twenty years, he is keenly interested in a thriving, growing, and diverse community.

BUSINESS ITEMS:

1) CONSENT AGENDA ITEMS BY OMNIBUS VOTE with Recommendations:

- a) Approve Minutes of City Council Meeting – June 9, 2014
- b) Approve Minutes of City Council Meeting – June 23, 2014
- c) Approve Minutes of City Council Meeting – June 30, 2014
- d) Approve Minutes of Planning and Zoning Commission Meeting – June 2, 2014
- e) Approve Bills – 061314-061914=\$2,437,525, 062014-062614=\$524,096, 062714-070314=\$405,082
- f) Approve Payroll – 060914-062214=\$219,934
- g) Approve Use of Rochelle Municipal Airport for Rochelle Area Chamber of Commerce Summer Country Jam Concert – August 9, 2014

Moved by Councilman Rice and seconded by Councilman McDermott, **“I move Consent Agenda Items (a) through (g) be approved by Omnibus Vote as recommended.”** A roll call vote was taken. Ayes: Councilmembers Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 5-0.

- 2) **Amending Article XIII (Signs) of Chapter 110 of the Municipal Code:** For the past several years, staff has struggled with administering the provisions in the Municipal Code of the City of Rochelle related to signage for businesses and homeowners. As a result, Community Development Department staff members spent several months researching sign ordinances in other communities to address some of these issues. The Planning and Zoning Commission has held several workshops over the past few months to discuss the current sign ordinance and proposed revisions to it. On July 7th the Planning and Zoning Commission completed its final workshop on this topic and subsequently recommended approval of the revised ordinance by a vote of 5-0. Kip Countryman, Building Official, was present to answer any questions. The main changes include: adding definitions to older ordinances; clarifies size for temporary signs; and banners. Moved by Councilwoman Hollonbeck and seconded by Councilman Eckhardt, **“I move Ordinance 14-4296, An Ordinance Amending Article XIII (Signs) of Chapter 110 (Zoning) of the Municipal Code of the City of Rochelle, be adopted.”** A roll call vote was taken. Ayes: Councilmembers Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 5-0.
- 3) **Zoning and Special Use Permit – 800 North 2nd Street:** Rochelle Community Hospital (RCH) has petitioned the City to rezone the property at 800 North 2nd Street from R-2 to R-4 and to have a special use permit issued to allow the hospital to expand its campus. The hospital plans to demolish the existing dwelling to facilitate the expansion of its medical facility. On July 7th the Planning and Zoning Commission held a public hearing on the petition for rezoning and the request for conditional (special use) permit and subsequently voted to recommend approval by a vote of 5-0. Staff and the Planning and Zoning Commission felt that the requests were consistent with the current zoning of the hospital. Both Kip Countryman, Building Official, and Mark Batty were available for questions. The lot will remain as a grassy area until such time the hospital expands. Moved by Councilman Eckhardt and seconded by Councilman Rice, **“I move Ordinance 14-4297, An Ordinance Amending Boundaries of R-2 and R-4 Districts, Amending the Official Zoning Map of the City of Rochelle, and Approving a Special Use Permit for Medical Facility at 800 N. 2nd Street, be approved.”** A roll call vote was taken. Ayes: Councilmembers Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 5-0.
- 4) **Ordinance Amending the Municipal Code to Prohibit Parking on the South Side of Seventh Avenue between Lincoln Highway and Main Street:** The facility manager at the Lincoln Manor Senior Housing complex has requested that the City consider designating the south side of Seventh Avenue, between Lincoln Highway and Main Street, as “No Parking”. The facility has a parking lot entrance and exit that is located on the south side of Seventh Avenue. Residents at the facility have had several close calls and a few accidents when exiting the parking lot because it is difficult to safely see around the cars parked on the south side. Seventh Avenue is designated as a collector street and conveys a considerable amount of traffic from Route 251 to Caron Road. Therefore, Streets and Cemetery Superintendent Tim Isley recommended approval of this request. Parking in the area will still be available to residents on the north side of Seventh Avenue and Main Street. Mr. Isley was present to answer questions. He feels that there is still room for visitors to park and Mayor Olson also mentioned that the facility parking lot has also added more spaces for visitors. Moved by Councilman McDermott and seconded by Councilwoman Hollonbeck, **“I move Ordinance 14-4298, An Ordinance Amending the Municipal Code to Prohibit Parking along the South Side of Seventh Avenue between Lincoln Highway and Main Street, be approved.”** A roll call vote was taken. Ayes: Councilmembers Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 5-0.

- 5) **Consideration and Action on a Resolution Expressing Intent to Reimburse Capital Expenditures from Proceeds of an Obligation Issued by the City:** Rochelle Municipal Utilities (RMU) has identified three capital projects for potential funding through an electric revenue bond in an amount not to exceed \$6 million. The projects and their estimated costs are as follows:
- 1) Purchase and installation of diesel generators - \$2,040,000
 - 2) Design, engineering, site preparation, improvement, expansion and repairs to the Steward Road transmission line - \$2,760,000
 - 3) Design, engineering, site preparation, improvement and expansion to the Caron Road Substation - \$1,200,000

Council approval of the proposed Reimbursement Resolution will allow all project costs paid within 60 days prior to or any time after the passage of the Resolution to be reimbursed to RMU Electric through bond proceeds. A Parameters Ordinance will be presented at the July 28th City Council meeting. This ordinance will include the maximum maturity, maximum interest rate, maximum amount and authorize the City to proceed with the bond issuance. Joe Orlikowski, Superintendent of Electric Operations, was present to answer questions. But first Mr. Plyman pointed out that he had just received word that day from the designing engineer that the plans, for the substation improvement costs presented, have escalated. Before proceeding with that portion of the project it will have to be revisited. There is a meeting with Sergeant Lundy planned for the following morning. But there is still a need to proceed with resolution now in order to pay for items within a 60-day period. The diesel generators have already been contracted.

Moved by Councilwoman Hollonbeck and seconded by Councilman Eckhardt, **"I move Resolution R14-10, a Resolution Expressing Intent to Reimburse Capital Expenditures from Proceeds of an Obligation issued by the City, be approved."** A roll call vote was taken. Ayes: Councilmembers Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 5-0.

- 6) **Agreement for Professional Services – Branding Rochelle for Success:** The City of Rochelle, Flagg-Rochelle Park District, Rochelle Township High School, Rochelle Community Consolidated District #231, Rochelle Community Hospital, the Greater Rochelle Economic Development Corporation (GREDCO) and the Rochelle Area Chamber of Commerce have formed a Brand Development Team (BDT) to pursue the development of a unique community brand. The common goal is to help Rochelle become a destination of choice for economic development and business growth, an outstanding place to live, and a premier visitor destination. A Request for Proposal was sent to several marketing firms and the Roger Brooks International firm was subsequently selected due to their experience and overwhelming success in creating public sector community branding. The firm has outlined a 12-step branding process at a cost of \$100,000 along with proposed contribution levels for the various partners. At the June 23rd City Council Meeting, Peggy Friday of the Chamber presented information on the Community Branding Proposal. The goal is to secure funding commitments from the various partners so that the Brooks branding initiative can be brought to Rochelle later this year. The 2014-15 Administrative Services Budget includes \$30,000, under professional services, for this project. In addition, it has been suggested that the City's Community Development/Tourism Department be added to the BDT, with a proposed contribution of \$20,000, since community branding will also benefit tourism. This combined contribution will lay the foundation for the branding initiative. GREDCO has already voted to contribute \$10,000 and the other lead members of the BDT are working with their respective boards to approve their financial contributions. Jason Anderson, Economic Development, and Peggy Friday, Chamber Director, both gave additional information as to the benefits to the City. Mr. Anderson said that the branding title is misleading to some; actually means a "new direction." It's a time to "pull together" and

communicate. Need to focus on retail, commercial, and residential side. Moved by Councilman Eckhardt and seconded by Councilwoman Hollonbeck, **"I move Council approve a total funding commitment of \$50,000 (\$30,000 from the City and \$20,000 from Tourism) as contribution for the Branding Rochelle for Success Initiative."** A roll call vote was taken. Ayes: Councilmembers Hayes, Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 6-0.

Moved by Councilwoman Hollonbeck and seconded by Councilman Eckhardt, **"I move Council Authorize the City Manager to sign Agreement #14-4299 for Professional Services with Roger Brooks International subject to securing commitments for the remaining funds."** A roll call vote was taken. Ayes: Councilmembers Hayes, Eckhardt, Hollonbeck, McDermott, Rice, and Mayor Olson. Nays: None. Motion passed 6-0.

DISCUSSION ITEMS: None

EXECUTIVE SESSION: At 8:08 p.m. Councilwoman Hollonbeck moved and Councilman McDermott seconded, **"I move the Council recess into executive session to discuss:**

- **The (appointment, employment, compensation, discipline, performance and/or dismissal) of specific employee(s), Section (c) (1);**
- **Purchase or lease of real property for City's use, Section (c) (5).**

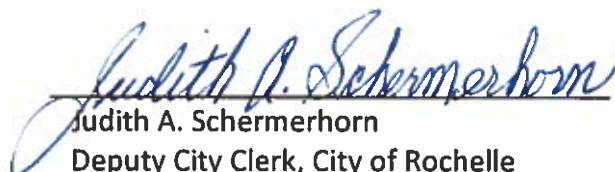
Motion passed by voice vote without dissent.

At 9:30 p.m. Councilwoman Hollonbeck moved and seconded by Councilman Eckhardt, **"I move the Council return to Open Session."** Motion passed by voice vote without dissent.

ADJOURNMENT: At 9:30 p.m., moved by Councilman Rice and seconded by Councilman Hayes **"I move the Council adjourn."** Motion passed by voice vote without dissent.



Chet Olson, Mayor
City of Rochelle



Judith A. Schermerhorn
Deputy City Clerk, City of Rochelle